

Heritage, Design and Access Report



Content

1. Introduction
Executive Summary
2. Design Statement
Site Description & Planning History
Previous Shopfront
Design Proposal
Specified Products
3. Heritage Statement
4. Access Statement

Introduction

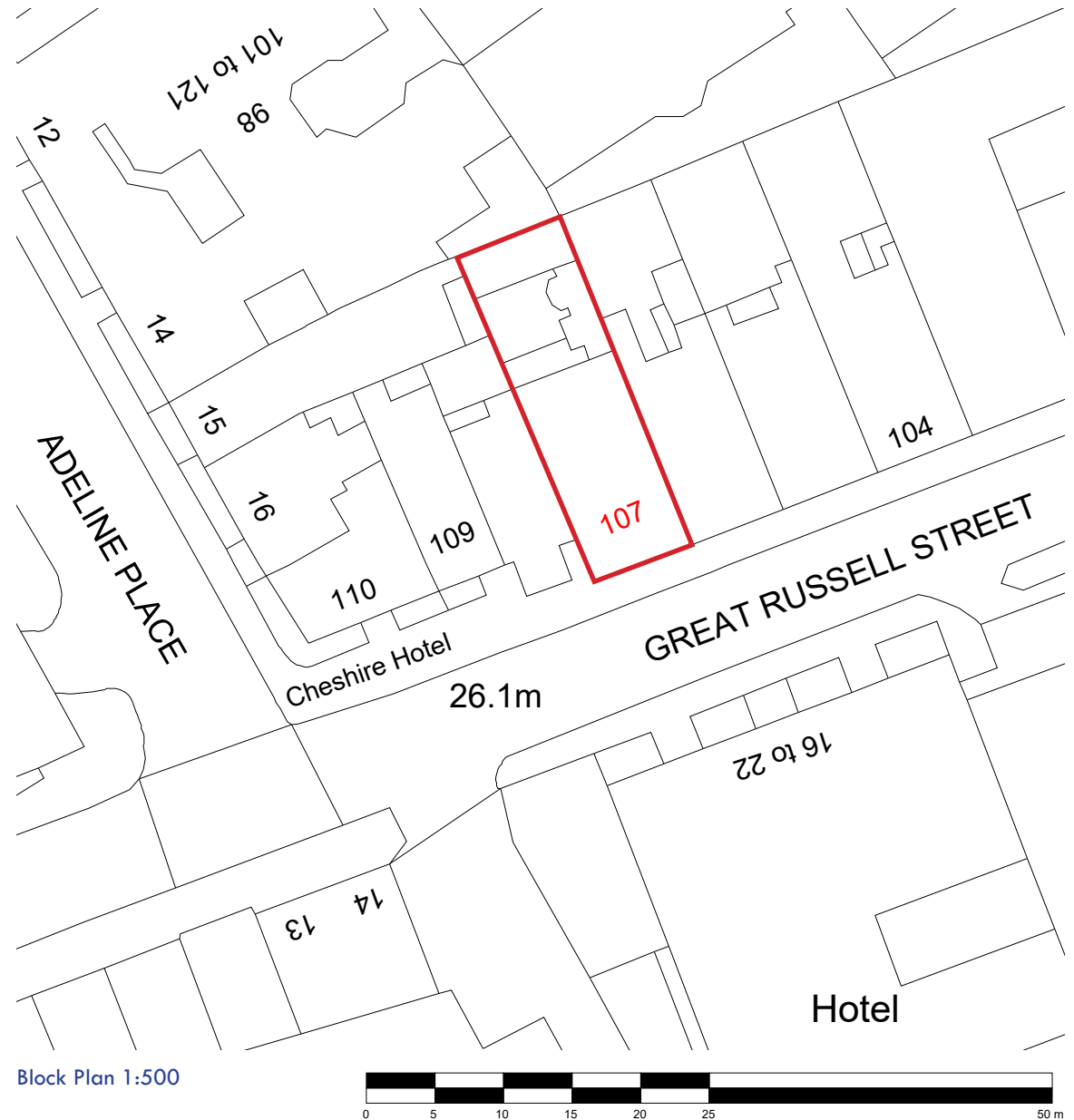
Executive Summary

This Heritage, Planning and Design and Access Statement is submitted to the Camden Council, by Studio 3A Ltd, to present the shopfront alteration proposals for Uzumaki London, 107 Great Russell Street, WC1B 3NA, in support of its Listed Building Consent application.

This LBC application, as well as the Advertisement Consent application, aim to report changes to the main elevation, including a new fascia signage lit by a trough of LED downlight, and a new projecting sign.

The changes on the shopfront are minor, and in consideration of the character and appearance of the Grade II listed building and wider Bloomsbury Conservation Area, which will be explained more in detail in the design statement.

The site location plan and other required existing & proposed drawings may not be to scale in this report, but can be found in the Appendix, along with other supporting documents, such as photos of previous shopfront.



Design Statement

Site Description

Uzumaki London is situated on the Ground Floor of 107 Great Russell Street, WC1B 3NA.

107 Great Russell Street is located in Bloomsbury Conservation Area, and was listed Grade II in January 1972, for its special architectural and historic interest.

This building was first built in the late 17th century, then was altered in 19th century and later. The building comprises a stucco facade, which are now all painted, a slate mansard roof with 3 dormers, 4 storeys & basement, 3 windows with left hand curved angle having 1-window and 1 blind window return.

The shopfront on the ground floor, is square headed with a recessed doorway. The pilasters on quoins rise through 1st and 2nd floor carrying cornice and blocking course. It also contains floor and sill bands, lugged architrave sash windows with 1st and 2nd floor cornices.

Planning History

There was no previous planning application related to 107 Great Russell Street on the council's Planning Search website, but similar shopfront alteration works have been carried out & Listed Building Consent Applications & Advertisement Consent Applications were applied for 10 & 49 Great Russell Street.

Site Boundary —



10 Great Russell Street London WC1B 3NH (2011/1786/L)

Granted (Jun 6 2011) - Listed Building Consent

Display of a non-illuminated fascia sign in connection with the existing shop (Class A1).

10 Great Russell Street London WC1B 3NH (2011/1787/A)

Granted (Jun 6 2011) - Advertisement Consent

Display of non-illuminated fascia sign in connection with the existing shop (Class A1).

49 Great Russell Street London WC1B 3BA (2016/4456/L)

Granted (Nov 14 2016) - Listed Building Consent

External alterations in connection with the display of new signage to Museum Street and Great Russell Street elevations.

Site Satellite Image (Above), Previous Planning Permissions on Great Russell Street (Below), both from internet

Design Statement

Previous Shopfront

The previous tenant was Malabar Junction, the images are from the internet.

As can be seen, in summary:

- The overall shopfront facade & structure was the same.
- The shopfront was painted in multiple colours, in cream, green and black.
- The fascia sign was in green on the cream coloured background, surrounded by multi-colour light bulbs and an additional row of cowl lights above.
- There was a secondary sign underneath the fascia board, on top of the paned windows.
- Large projecting sign lit by two downlights.
- Two illuminated menu boards on either side of the shopfront.



Studio 3a



107 Great Russell Street, WC1B 3NA Design and Access Report

Design Statement

Design Proposal

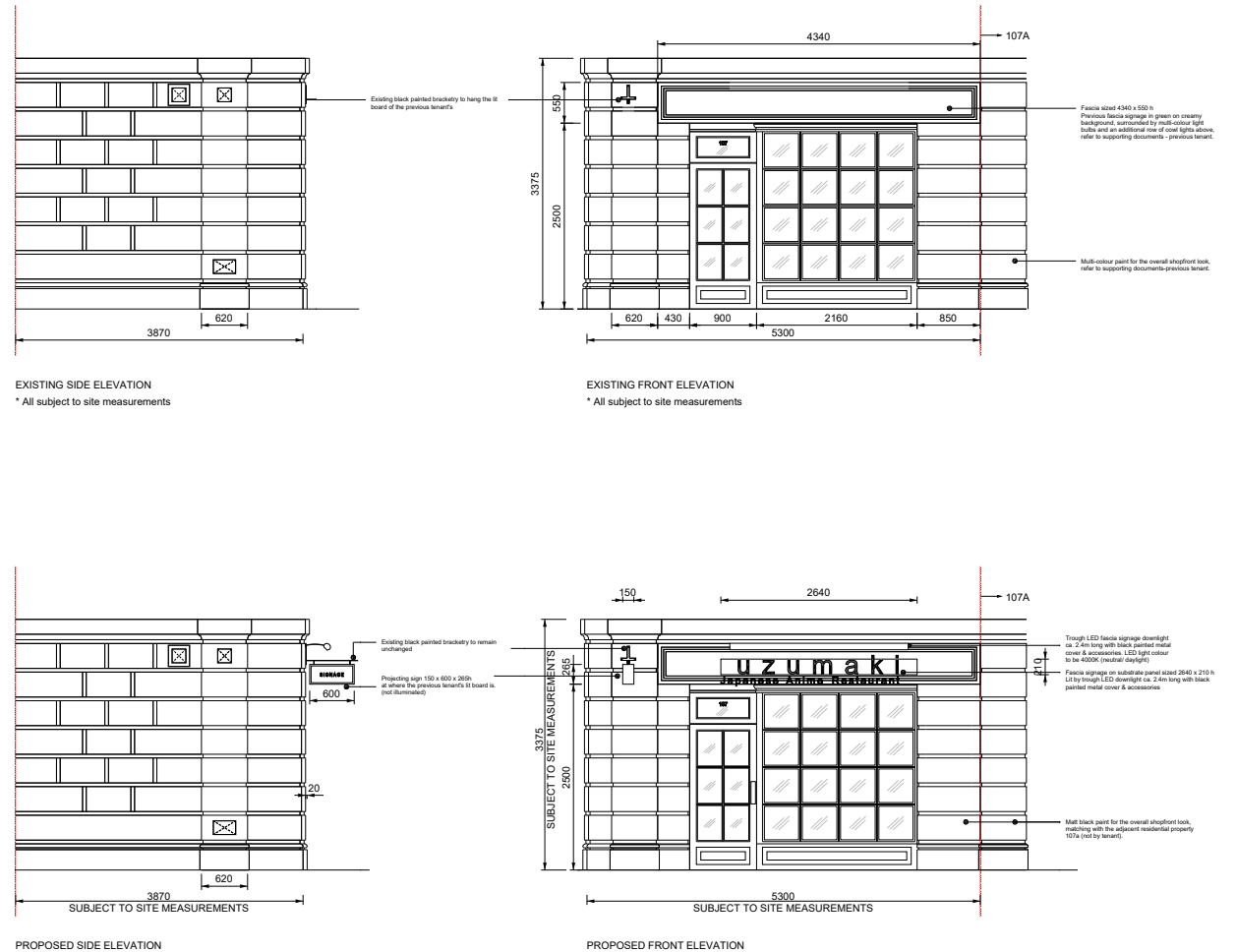
The Property- Uzumaki London is a restaurant, that is located on the Ground Floor of 107 Great Russell Street, WC1B 3NA. The shopfront measures ca 5300mm in width, and 3375mm in height.

The overall shopfront is to be retained. The proposed alterations and additional signages are minor. In summary:

- A new fascia signage centred on the fascia board, and lit by a trough of LED downlight with matching black painted metal case and accessories.
- A new projecting sign 2.5m above pavement level, 265mm in height & 600mm in width (700mm projection distance from the shopfront, more than 1m away from the edge of the pavement). Logo & text on white plastic background front & back, with matching black painted frame all around.

There is NO change to the following:

- No change to the original shopfront facade or structure
- No change to the existing fascia board, recessed doorway, paned windows or other details
- No change to the existing black painted bracketry



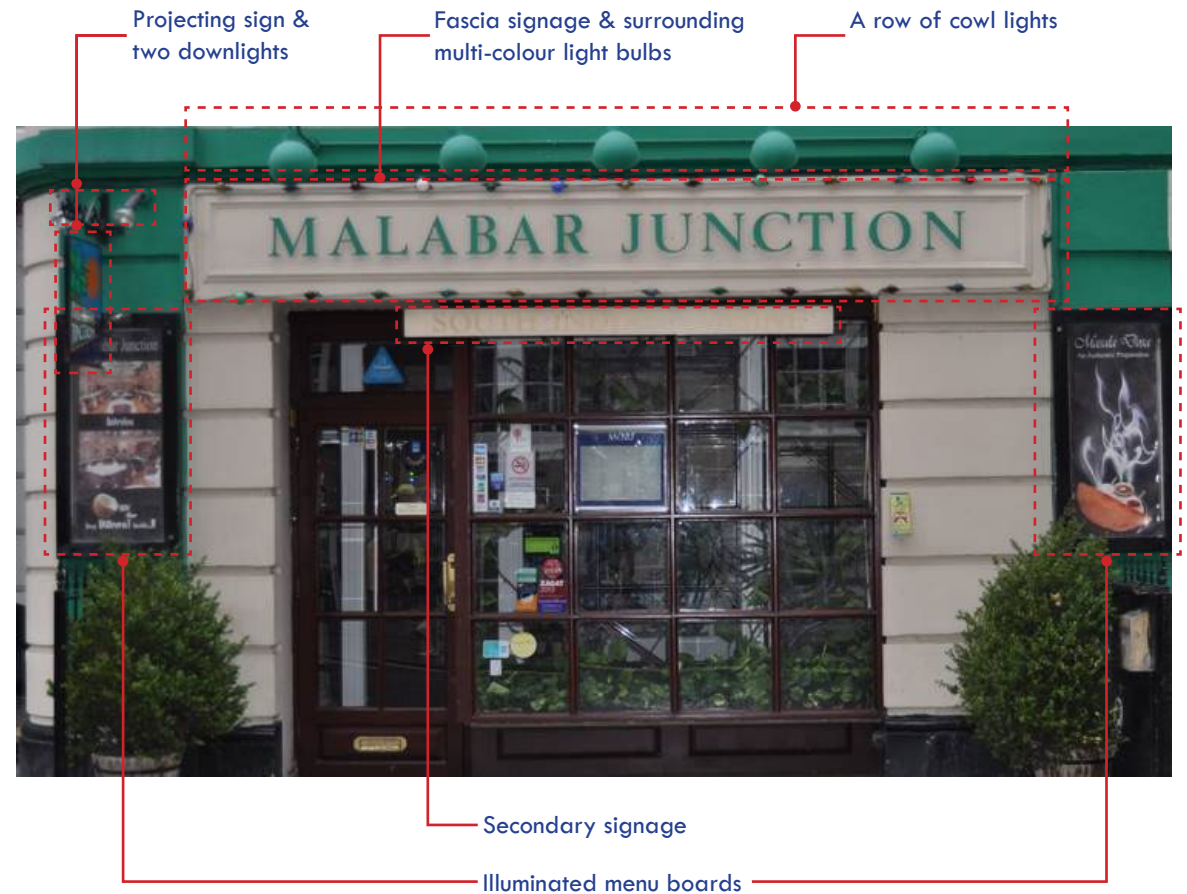
Existing Elevations (Above), Proposed Elevations (Below) - not to scale, please refer to actual planning drawings

Design Statement

Design Proposal

There is no proposed demolition of the original shopfront, and the current tenant had made good after the removal of previous tenant's shopfront materials, which are summarised below:

- Previous tenant's fascia signage and associated light fittings
- Previous tenant's secondary signage underneath fascia board
- Previous tenant's projecting sign and associated light fittings
- Previous tenant's illuminated menu boards
- Other decals on the paned window panels

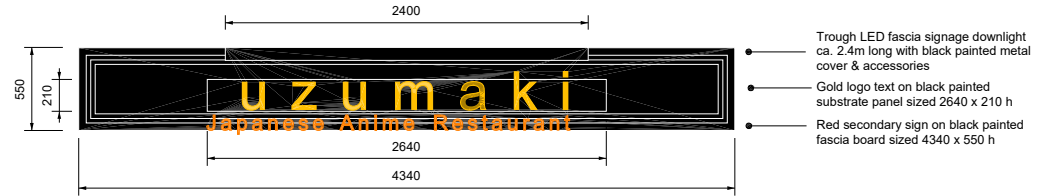


Indicative Elevation showing removal of previous tenant's fixtures

Design Statement

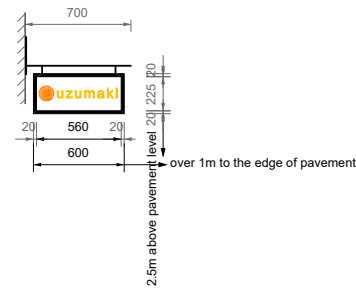
Specified Products

- Fascia signage
Aluminium fascia signage in gold & red.
- LED downlight for fascia signage
Tradesignz High-Bright LED trough light or similar, with black painted metal cover & accessories, to match the existing bracketry and overall shopfront painted colour. LED light colour to be 4000K (neutral/ daylight).
- Projecting sign
Red logo & gold text on white acrylic background front & back. Black painted metal frame all around, to match the existing bracketry.



WALL MOUNT

Fascia signage & LED downlight



Projecting sign

Heritage and Access Statement

Heritage Statement

The Application Site

The Property- Uzumaki London is a restaurant, that is located on the Ground Floor of 107 Great Russell Street, WC1B 3NA. The building is situated in Bloomsbury Conservation Area and is Grade II listed.

The Nature of the Asset

The building comprises a stucco facade, which are now all painted, a slate mansard roof with 3 dormers, 4 storeys & basement, 3 windows with left hand curved angle having 1-window and 1 blind window return.

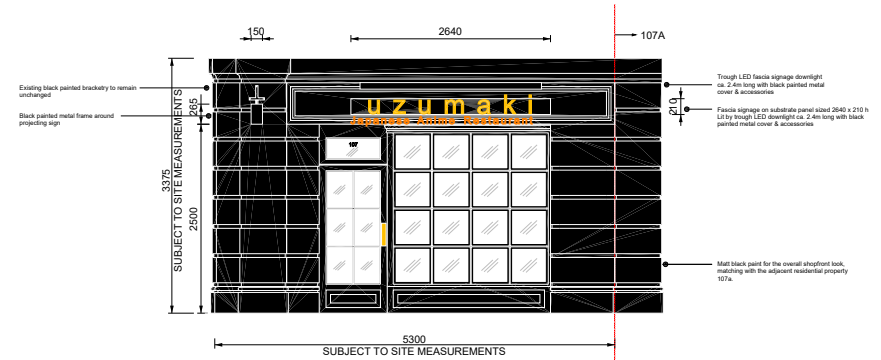
The shopfront on the ground floor has been altered since 20th century per the different tenants, but the original structure was retained- it comprises a square head and a recessed doorway. The pilasters on quoins rise through 1st and 2nd floor carrying cornice and blocking course. It also contains floor and sill bands, lugged architrave sash windows with 1st and 2nd floor cornices.

The Proposed Works

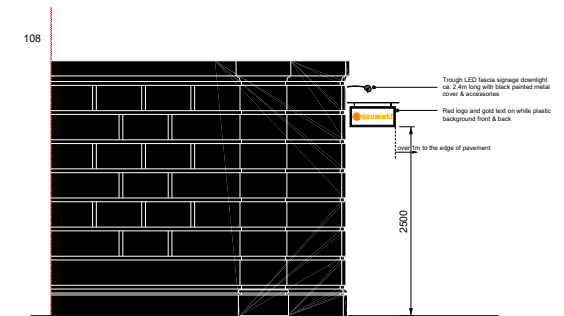
The proposed works are only on the shopfront and minor, which include illuminating the fascia sign with a discreet trough LED downlight, and a projecting sign.

The Impact of the Asset

The proposed works are intended to both remove any unauthorised works on the shopfront by the previous tenant, as well as to improve the overall appearance of the shopfront, by careful design which is respectful to the character of the listed building, and using discreet light effect only to the fascia signage.



PROPOSED FRONT ELEVATION



PROPOSED SIDE ELEVATION

Proposed Elevations (coloured) - not to scale

Heritage and Access Statement

Access Statement

The application site is amongst a mixture of commercial and residential properties on Great Russell Street, and is very close to local amenities, employment and transport links. There are multiple bus stops within 5 mins walking distance, and Tottenham Court Rd train station is 0.1 mile away.

The front entrance door is for fire escape purpose, the fire assembly point of the restaurant is at Cheshire Hotel (highlighted on plan, at the crossing of Great Russell St & Adeline Pl).

The proposed scheme would not alter the existing access of the site, nor would the proposed alteration affect the current access. Both the fascia board, on which the fascia signage is located, and the projecting sign would be min. 2.5m above the pavement level, and min. 1.0m to the edge of the pavement in plan.

